

LEO BURNETT U.S.A.

A Division of Leo Burnett Worldwide, Inc.  
Ad. No. 6554 - WINTER FOREST - JB - King Size, No. 56250 - Page - Board - 15g x 33½ inches - 4/c. - National (Other) Magazines, 1979 (A)

Printed in U.S.A.

JMB 1002-38-5429

# Marlboro Lights

The spirit of Marlboro  
in a low tar cigarette.



Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

Keyes: 12 mg "tar," 1.3 mg nicotine av. per cigarette, FTC Report, May '79  
S.R.C.: 12 mg "tar," 1.8 mg nicotine av. per cigarette as FTC Method.

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